Claims

[c1] 1. An electronic programming guide system comprising:
a browser at a first viewer location;
a computer system at a second location, coupled to said browser via a computer network;
said browser displaying a guide comprising a plurality of linearly arranged tabs, where each tab is a link to one of a plurality of views of an electronic programming guide; and,
where each of said plurality of views is associated with one of a plurality of distinct view content characteristics.

[c2] 2.A system of claim 1 wherein one of said plurality of distinct view content characteristics is variable, depending upon a user specific characteristic.

[c3] 3.A system of claim 2 wherein said user specific characteristic comprises an individual viewer selected preference.

[c4] 4.A system of claim 2 wherein said user specific characteristic comprises a computer-generated signal representative of prior programming selections made by a viewer.

[c5] 5.A system of claim 4 wherein said signal is further representative of a duration characteristic of prior programming selections made by a viewer.

[c6] 6.A system of claim 5 wherein said user specific characteristic further comprises an individual viewer selected preference.

[c7] 7.A system of claim 6 wherein said guide includes a two-dimensional array of programming cells where each cell represents a different time slot associated with a different television channel.

[c8] 8.A system of claim 7 wherein said plurality of linearly arranged tabs is disposed on a periphery of said two-dimensional array.

[c9] 9.A system of claim 8 wherein said signal is further representative of an individual user and further representative of a distinct location from which

said individual user is operating said browser.

[c10] 10. A method of displaying programming information to a viewer comprising the steps of:
providing an array of programming choices available to a viewer;
changing a characteristic of said array in response to a user selection of a tab from a plurality of linearly arranged tabs disposed along a peripheral edge of said array.

[c11] 11.A method of claim 10 further comprising changing display content associated with one of said plurality of linearly arranged tabs as a result of a prior action.

[c12] 12.A method of claim 11 wherein said prior action is a user selection among a plurality of user preferences.

[c13] 13.A method of claim 11 wherein said prior action is a computer- generated signal representative of a prior viewing selection by a viewer.

[c14] 14.A method of claim 13 wherein said prior action further comprises a user selection among a plurality of user preferences.

[c15] 15.A method of claim 14 wherein said prior action further comprises a duration characteristic of a prior viewing selection by said viewer.

[c16] 16.A method of claim 15 further comprising providing location information representative of a geographic location of said viewer and changing display content associated with one of said plurality of linearly arranged tabs based upon said location information.

[c17] 17.A system comprising:
means for providing an array of programming choices available to a viewer; and,
means for changing a characteristic of said array in response to a user selection of a view from a plurality of views available.

[c18] 18.A system of claim 17 further comprising means for permitting a viewer to adjust a view characteristic associated with one of said plurality of views based upon a personal preference of said viewer.

[c19] 19.A system of claim 18 further comprising means responsive to geographic location information for providing a location specific view characteristic of one of said plurality of views.

[c20] 20.A system comprising:
a PC at a first viewer location, said PC having a browser, which provides information representative of an individual user's identity and a geographic location of said PC;
the individual user's identity is culled from login data on said PC;
a computer system at a second location, coupled to said PC via a computer network;
said browser displaying a guide comprising a plurality of linearly arranged tabs, where each tab is a link to one of a plurality of views of an electronic programming guide;
wherein each of said plurality of views is associated with one of a plurality of distinct view content characteristics;
wherein one of said plurality of distinct view content characteristics is variable, depending upon a user specific characteristic;
wherein said user specific characteristic comprises a computer-generated signal representative of prior programming selections made by a viewer;
wherein said signal is further representative of a duration characteristic of prior programming selections made by a viewer;
wherein said user specific characteristic further relates to a household level geographic location of said viewer;
wherein said user specific characteristic further is representative of a time of day, and a day of week characteristic of prior programming selections made by the viewer;
wherein said guide includes a two-dimensional array of programming cells where each cell represents a different time slot associated with a different

television channel;

wherein a floating cursor-linked display is provided for detailed programming information for a cell in said two-dimensional array of programming cells;

wherein said plurality of linearly arranged tabs is disposed on a periphery of said two-dimensional array; and,

wherein said periphery is a bottom side.